

DRAFT PROGRAM - Conference for The Advertising Council, March 15-16, 1960**TUESDAY AFTERNOON - MARCH 15**

Min.

10	2:30 - 2:40	GORDON GRAY opening remarks
40	2:40 - 3:20	HERTER (10 - 15 min. statement, then questions)
50	3:20 - 4:10	ANDERSON DILLON and audience panel RANDALL
15	4:10 - 4:25	Break
60	4:25 - 5:25	KISTIAKOWSKY GLENNAN

6:45 Cocktails 7:15 Dinner Mayflower

WEDNESDAY MORNING - MARCH 16

40	9:00 - 9:40	DULLES (10 - 15 min. statement, then questions)
35	9:40 - 10:15	WALLIS (20 min. speech, 15 min. questions)
15	10:15 - 10:30	Break
60	10:30 - 11:30	GATES TWINING and audience panel YORK
10	11:30 - 11:40	GORDON GRAY - Summary
15	11:45 - 12:00	THE PRESIDENT
	12:00 - 12:02	GORDON GRAY - Announcements
	12:30	Cocktails 1:00 Luncheon Sheraton-Carlton

February 11, 1960